

SWIMWEAR TRADE SHOWS S/S 12: ONES TO WATCH

This Summer, a distinguished group of first or second-timers at [Mode City Paris](#), [SwimShow](#) and [Salon Allure](#) in Miami and [Curve New York](#) made for one of the strongest trade show seasons in years. Some of the newcomers have already carved out a niche in their corner of the world and are looking to make waves internationally, some are seasoned designers who are branching out with their own lines, and some are fresh out of school but nonetheless possess a maturity and strength of vision beyond their years. All realize the lifestyle potential of beachwear and are reinvigorating the market with cross-category designs, innovative fabrics and a spirited use of color and print. These are the ones to watch.



ANNA & BOY

Sydney, Australia | www.annaandboy.com

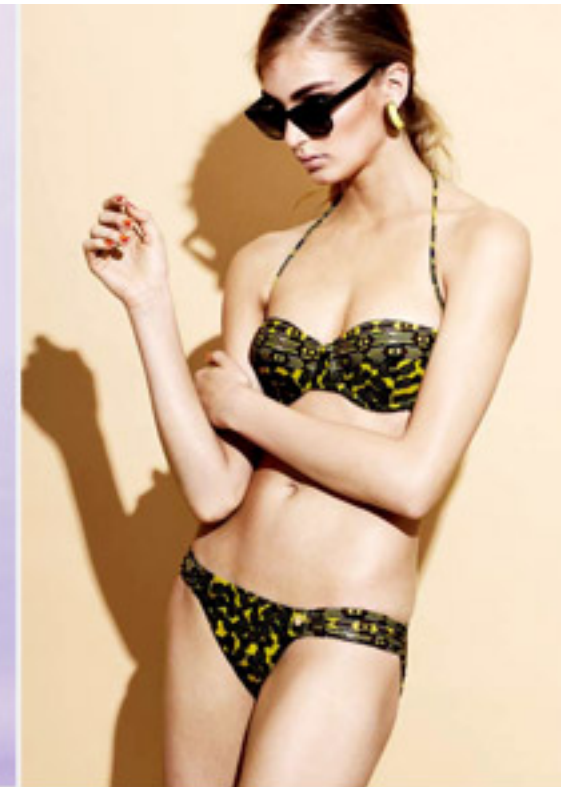
Already one of Australia's premier labels, Anna & Boy made their North American debut at Miami's Swimshow this Summer. As former editors at *Vogue* Australia, designers Anna Hewett and Lill Jenner bring a keen fashion sense and impeccable styling to their line. Suits and cover-ups combine the youthful sass of 60s-era Goldie Hawn and Britt Ekland with eye-catching prints, lively colors and sexy details. Their Men's trunks also take classic tailored silhouettes and infuse them with playful print and color.

Known for: Contemporary swimsuits, cover-ups and ready-to-wear punctuated by Mod graphics and vivid colors.

Key Retailers: Barneys, Browns of London, Belinda (Australia), David Jones (Australia)

Hangs With: Zimmermann, Marc by Marc Jacobs

Price Points: \$195-525 (retail)



ACACIA

Honolulu, Hawaii | www.acaciaswimwear.com

Hailing from Maui and Southern California, respectively, Acacia designers Naomi Newirth and Lyndie Irons practically grew up in their bikinis. Newirth was inspired to start the line after a trip to Bali and was so enraptured by the island that she decided to center production there. Titled “Belle Nomad”, their Summer collection conveys a love for travel and exotic beaches. Everything from the crochet detail on their suits to the white sand backdrop of their lookbook captures the effortless, exuberant style of a young Gypsetter.

Known for: Beachwear for the modern bohemian featuring handworked details, tribal-inspired prints, silky cover-ups and a palette of earth tones punctuated with neons.

Key Retailers: REVOLVEclothing.com, BASE at the Delano Hotel (Miami)

Hangs With: Mara Hoffman, Tori Praver, L*Space, Undrest

Price Points: \$88-188 (retail)



NOELLE

New York, NY | www.nvnoelle.com

Noelle Vazzano dove into swimwear after attending SwimShow in 2009 and noticing a void in the market for fashion-forward yet classic suits. Now, Noelle is one of the brands to watch at the annual trade show, and the subtly sexy one-piece suits and vintage prints have already caught the attention of coveted retailers like Anthropologie and Birdies. Vazzano, along with partner Jamie Weniger, also just launched a girls line, [Nono by Noelle](#), that uses one-of-a-kind prints created by children going through cancer treatments and donates a portion of sales to charitable organizations.

Known for: One-pieces with draped and cutout details, cover-ups that double as day dresses in organic bamboo knits and cotton gauze, and trademark gold polka dot lining.

Key Retailers: Anthropologie, Free People, SireneCollection.com, Otto (NYC), Birdies (Kansas City), Four Seasons Resort (Hawaii)

Hangs With: Lenny, Tibi, Eberjey

Best Sellers: “Capri” string bikini after Halle Berry was shot wearing it in Malibu; “Caley” cutout one-piece after appearances in *US Weekly* and *Siempre Mujer*

Price Points: \$130-190 (retail)



HANNE BLOCH

Copenhagen, Denmark | www.hanne-bloch.com

Armed with a philosophy that “a wardrobe should complement the beach as much as it does a night out,” Hanne Bloch moved on from a distinguished career at Missoni to start her own sea-centric lifestyle label. The designer’s modern sensibility plays out in sleek, sophisticated pieces fashioned out of innovative fabrics and thoughtful details. Not only is the line a culmination of her professional experience, but Hanne Bloch is about family as well — hammered gold beads inspired by her father’s cufflinks and an M.C. Escher- esque print drawn by her daughter have become the label’s signatures. Her singular vision has already won raves from the European press and retail scene, and Hanne Bloch is now poised to make waves worldwide.

Known for: Day-to-evening swimsuits and cover ups crafted out of unique fashion fabrics and detailed with luxurious hardware.

Key Retailers: Atrium, La Mode Lingerie (Houston)

Hangs With: Missoni, Clube Bossa, Alexis, Chloé

Best Sellers: String bikinis

Price Points: \$270-500 (retail)



NINA VIDOVIC PIECE UNIQUE

Milan, Italy | www.ninavidovic.com

With a successful 20-plus year career that spans Gianfranco Ferrè and Giorgio Armani, Piece Unique designer Nina Vidovic is clearly one to watch out for. Her beachwear debut lives up to the impressive resumé, offering truly “unique” pieces that capture the the luxe and languid flavor of the Mediterranean. An oceanic palette, china-inspired prints and striped grosgrain ribbons enhance the seaside mood. The result is a collection that is uncomplicated and tightly focused, yet endlessly appealing.

Known for: Classic swimsuit silhouettes and easy cover ups detailed with indigo ceramic-inspired prints and striped grosgrain ribbons.

Hangs With: Calypso, Petit Bateau, Guia La Bruna



THAPELO

Paris, France | www.thapelo-paris.com

Thapelo made a big splash for its debut at Mode City Paris, taking home the top prize at the [Ultra Fashion Show](#). Motivated by the desire to make “women feel special and distinctive in their suits,” designer Wil Ariyamethe-Demon elevates her pieces with exquisite draping, pleats and detachable magnetic jewelry – a luxurious approach that gleams from her experience at Dior and Givenchy. The results are what the designer describes as “invitations to travel,” as the sumptuous suits beg to be worn in glamorous, far-off lands.

Known for: Elegant swimsuits detailed with Grecian drapery, detachable jewelry and color blocking.

Key Retailers: NancyMeyer.com, Eve (Cannes), Tahiti Beach (St. Tropez), Tazia (Lyon), Eden Rock (St. Bart’s)

Hangs With: Lanvin, Eres, La Perla



CALLULA LILLIBELLE

New York, NY | www.callulalillibelle.com

A little bit country club and a little bit rock 'n' roll, ready-to-wear label Callula Lillibelle has an appeal that defies categorization. The brand expanded its lifestyle offerings this season, debuting a swimwear line at boutique trade show Salon Allure. The resortwear continues the main line's playful take on uptown dress, animating sophisticated silhouettes with neon colors and hyperrealistic prints. The contemporary sensibility carries over to its cover-ups, with sheer maxis and cool cardigans transitioning from pool to party with ease.

Known for: Sophisticated maillots, underwire bikinis and dramatic cover ups enlivened with fluorescent hues and photographic prints.

Key Retailers: Madison, Intermix, Alene Too

Hangs With: Diane von Furstenberg, Halston Heritage, Vix, Red Carter

Price Points: \$75-375 (retail)



FRÄULEIN ANNIE

London, England | www.frauleinannie.com

Designer Frauke Nagel grew up watching classic German and American cinema, so it is no surprise that she named her swimwear and intimates line, Fräulein Annie, after a Marlene Dietrich song. As the name implies, the line has a vintage point of view with generously cut bottoms, sweetheart tops and kitschy reversible prints. Being a lingerie designer, Nagel knows a woman's body and has integrated many supportive features into her swimsuits, such as cup sizes ranging from A to G and shapewear functioning.

Known for: Glamorous vintage styling combined with function and wearability for cup sizes A to G.

Key Retailers: Figleaves.com. Miosato.com, Modcloth.com

Hangs With: Red or Dead, Playful Promises, Mimi Holliday, Made by Niki

Best Sellers: "Ahoy, Sailor" one-piece

Price Points: \$85-235 (retail)



SHIVAN & NARRESH

New Delhi, India | www.shrivannarresh.com

Although confined to a small booth in the corner of the Miami Beach Convention Center, Shivan & Narresh emerged as one of the most buzzed-about brands at SwimShow, even snagging a last-minute spot in Mercedes-Benz Fashion Week. In a sea of tropical prints and string bikinis, the Indian duo stood out with their intelligent, modern approach to swimwear design. Utilizing an innovative stitch-free bonding method, suits are cut and tailored with mathematical precision, while offbeat color blocking enhances the refreshingly minimalist lines.

Known for: Sleek swimsuits enriched with color-blocking and foam trimming.

Key Retailers: Shivan & Narresh flagship (New Delhi)

Hangs With: VPL by Victoria Bartlett, Zero + Maria Cornejo, Eres

